

ISABELLA
SEWART GARDNER
MUSEUM

June 29, 2018

Mr. Matthew Englander
City of Boston Assessing Department
Boston City Hall, Room 301
One City Hall Plaza
Boston, MA 02201

Dear Mr. Englander,

Enclosed is the FY17 Community Benefit Report for the Isabella Stewart Gardner Museum, The report covers the Museum's 2017 fiscal year starting July 1, 2016 and ending June 30, 2017, which corresponds with the 2018 PILOT program. We are pleased to report that the total value of the Gardner Museum's community benefit for this period was \$2,000,154 million. In an era where the national average for museum admission revenue from a visitor is \$4.78 while the average cost per visitor has increased to \$115.27, we are especially grateful to be able to continue to bring such a high level of programming to our community.

An active member of Boston's cultural, education, and artistic community, the Isabella Stewart Gardner Museum is committed to serving the people of Boston. Of the 278,000 people who visited the Gardner FY 17, over 20% were Boston residents and college students. In FY17, the Gardner adopted an audience development plan geared to attracting and engaging more Boston residents, tailoring new and existing programs to the needs and interests of our neighbors. We added a free day (to celebrate Dr. Martin Luther King, Jr. Day), established a Neighborhood Salon of inspiring cultural leaders from Roxbury and Mission Hill, expanded our teen program, and forged new connections with Boston community organizations through our acclaimed RISE series featuring pop, rock and hip hop artists.

The attached report outlines the quantifiable community benefits the Museum provides the residents of Boston and is organized around the following areas of service:

- o Education Studio Programs
- o Visitor Learning Programs
- o Public Art Programs
- o Exhibitions featuring current, often local artists
- o Exterior Installations
- o Free Days
- o Neighborhood Nights and Block Parties
- o General Admission
- o University Membership
- o Online Collection Access
- o Community College Programs and Teacher Development



Through access to the collection, and exciting programming and exhibitions, we serve as an inspiring resource for local residents, schools, and community organizations. We highlight the work of Boston artists, present thought-provoking public art on the new building's façade, and maintain our iconic courtyard and redesigned Monks Garden as urban oases. The Gardner remains one of the most magical places in Boston, and we work to ensure that more Bostonians of all ages feel the Gardner is "their" museum.

Sincerely,

A handwritten signature in black ink, appearing to read 'Clifford Rust', written over a light blue horizontal line.

Clifford Rust

Chief Financial and Administrative Officer

